

Message Text

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60

ACTION ARA-10

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R 231902Z JAN 75

FM AMEMBASSY SAN SALVADOR

TO SECSTATE WASHDC 7258

INFO USDOC WASHDC

UNCLAS SAN SALVADOR 0285

EO 11652: N/A

TAGS: BEXP ES

SUBJ: FY 1975 COMMERCIAL ACTION PROGRAM (CAP)

FIRST SEMESTER REVIEW

REF: (A) SAN SALVADOR A-98 (1974); (B) SAN SALVADOR A-149 (1974);

(C) STATE 225037 (1974); (D) SAN SALVADOR 4341 (1974)

(E) SAN SALVADOR A175 (1974); (F) STATE 289299 (1974);

(G) SAN SALVADOR 0028; (H) SAN SALVADOR A-08; (I) STATE 2298

1. THE LIST OF U.S. PRODUCTS TO BE PROMOTED (REF. A)

WAS

ALTERED IN ACCORDANCE WITH PREVAILING SALVADORAN IMPORT AND
DEVELOPMENT TRENDS (REF. B).

2. THE ACTIONS WHICH WERE NOT IMPLEMENTED AS ENVISAGED IN
THE CAP (REF. A) WERE:

A. CAMPAIGN NO. 1; ACTIONS 5 AND 6 WERE NOT CARRIED OUT BECAUSE
NO APPROPRIATE FILMS SHOWING U.S. AGRICULTURAL EQUIPMENT WERE
MADE AVAILABLE (STATE 219575).

B. CAMPAIGN NO. 2: THE REPRESENTATIONAL RECEPTION, ACTION 3, DID
NOT TAKE PLACE BECAUSE: (1) WE WERE ASKED TO DELAY THE RECEPTION
UNTIL A VIDEO TAPE RECORD COULD BE MADE AVAILABLE (STATE 195194)
AND (2) OUR SUBSEQUENT HEAVY INVOLVEMENT IN A PROCUREMENT
CAMPAIGN FOR THE 6TH INTERNATIONAL FIAR OF EL SALVADOR (REF E).

C. CAMPAIGN NO 3: ACTION 4 WAS NOT CARRIED OUT BECAUSE WE WERE
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INFORMED THAT NO BUDGET WAS AVAILABLE FOR A SAN SALVADOR TECHNICAL

SALES SEMINAR IN FY1975 FOR HEALTH CARE INDUSTRIES EQUIPMENT AND INSTRUMENTATION (STATE 195154).

D. CAMPAIGN NO 5: THE "DESIGN AND ENGINEERING SERVICES" CAMPAIGN WAS CHANGED TO "COMMUNICATIONS EQUIPMENT AND SUPPLIES" (TARGET INDUSTRY), THE IMPORTANCE OF WHICH WAS DESCRIBED IN (REF B).

E. VI SURVEY CAMPAIGN: THE "TEXTILE INDUSTRY MACHINES AND ACCESSORIES" TARGET INDUSTRY WAS CHANGED TO "TRAGET OF OPPORTUNITY".

F. NONE OF THESE EXCEPTIONS HAVE HAD NAY ADVERSE EFFECTS.

3. COMMENTS: OF SIGNIFICANT IMPORTANCE WERE.

A. THE COMPLETION OF ACTIONS 1THROUGH 7 OF CAMPAIGN NO. 4: "INDUSTRIAL EQUIPMENT", WHICH INCLUDED THE JOINT U.S. EMBASSY-PRIVATE ENTERPRISE PARTICIPATION, AS A DECISIVE U.S. COMMERCIAL PRESENCE, IN THE VI INTERNATIONAL FAIR OF EL SALVADOR (NOVEMBER 8-25, 1974 (REF E). WE ARE NOT PREPARING FOR A POSSIBLE PARTICIPATION AT THE 7TH FAIR AS A COMMERCIAL PRESENCE PRESENTATION, IN COOPERATION WITH OUR 1974 EXHIBITORS AND SOME STATES OF THE UNION (REF H).

B. THE EFFECTIVE PROMOTION OF VOA'S "NEW PRODUCTS" PROGRAM, ON COOPERATION WITH USIS.

C. THE CONTINUED STRONG SUPPORT OF THE U.S. TRADE CENTER (MEXICO) EXHIBITIONS AND SEMINARS. WE ARE CURRENTLY PREPARING FOR THE VISIT OF A MINI-MISSION, PRIOR TO THE USJC'S. "PLASTICS PRODUCTION EQUIPMENT AND INSTRUMENTATION EXHIBITION".

D. THE PROMOTION OF U.S. BI-CENTENNIAL EVENTS AT THE U.S. EXHIBITION AS THE VI INTERNATIONAL FIAR OF EL SALVADOR, IN COOPERATION WITH USIS, WHICH WILL BE FURTHER PROMOTED IN ACCORDANCE WITH STATE'S A-94.

E. THE CONTINUED SUCCESS OF OUR PUBLIC AND PRIVATE TRADE OPPORTUNITIES PROGRAM.
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